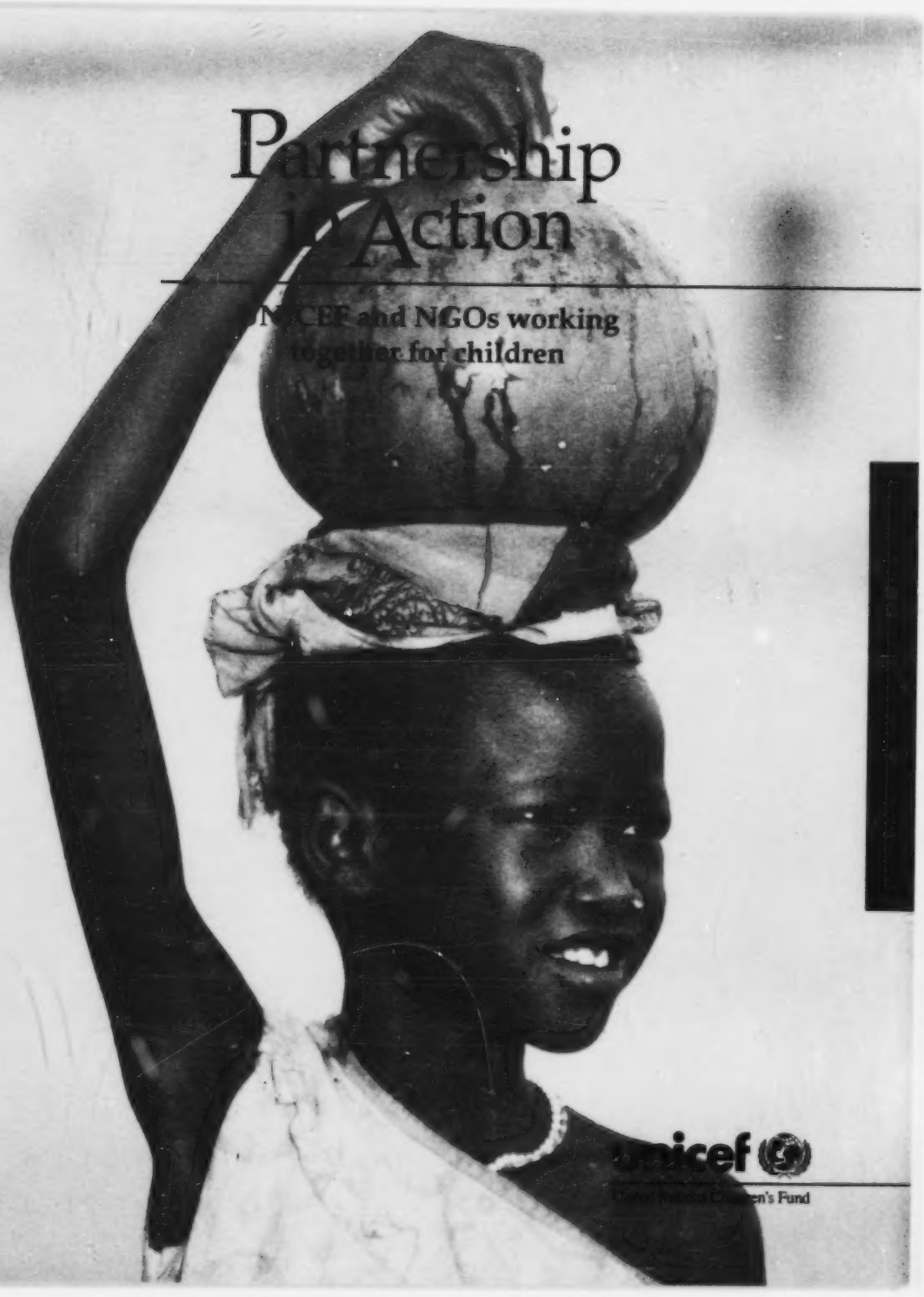
Partnership in Action

UNICEF and NGOs working together for children



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United Nations Children's Fund

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Photograph opposite:
NGOs have helped to spread the message of the life-saving benefits of oral rehydration salts.

PREPARANDOSE
PARA TENER
UNA BUENA LACTANCIA

Introductory message

from
JAMES P. GRANT
EXECUTIVE DIRECTOR
UNITED NATIONS CHILDREN'S FUND (UNICEF)

Non-governmental organizations (NGOs) are playing a vital role in the world today — and have been doing so for a very long time. They are growing in numbers and influence, both in the developing and industrial world. They have become a key partner in the development process, now providing over US$5 billion per year to developing countries.

In Central and Eastern Europe, Latin America and now much of Africa, the impetus for recent democratic change has come, more often than not, from grass-roots popular movements inspired by alternative development models and participatory approaches offered by NGOs. As exemplary 'doers' and advocates for social change, they often serve as the unofficial conscience of nations and passionate critics of policies of international agencies. The mistrust and misunderstanding of earlier times are, happily, being replaced by collaboration and partnership in country after country. On the international scene, NGO participation is now a 'must' for the success of major initiatives, e.g., the International Conference on Education for All (Jomtien, Thailand, March 1990); the process surrounding the World Summit for Children (New York, September 1990) and the preparation for the United Nations Conference on Environment and Development (Brazil, June 1992).

UNICEF has a long history of partnership with NGOs. We have always looked to the NGO community as close collaborators and as sources of inspiration in efforts to create the kind of world all children deserve. Their dedication, commitment and ability to mobilize at the grass-roots level have made many 'impossibles' possible. NGOs, in fact, are responsible for much of the progress that has been achieved for children in the past few decades.

The challenges we face in the 1990s are greater than ever. At the World Summit for Children — the first truly global summit — priorities for children in the decade ahead were agreed upon by the world's leaders, who took the unusual step of adopting a comprehensive and detailed Plan of Action, complete with finite deadlines, monitoring mechanisms and periodic reporting requirements. This was a break-

Photograph opposite:
NGOs have played an important role in promoting breastfeeding with its major health benefits for children.

through of historic proportions. However, in order for the Summit goals to be reached, a broad movement in favour of children is needed... a movement not unlike the historic movements that put an end to slavery and colonialism, or those that are working today to protect the environment and secure women's rights ... a peaceful movement with a global perspective and deep local roots ... a movement *for* rather than a movement *against*. Unless all those concerned with improving children's lives mobilize around common goals, the promises made at the World Summit are likely to remain unfulfilled. Working together, we can ensure that children are given a 'first call' on society's resources.

The role of NGOs as initiators and supporters of such a movement is a critical one. UNICEF is committed to working with NGOs, and all parts of this organization are ready to explore new areas of cooperation. I hope this booklet, *Partnership in Action*, will be helpful to the broad community of international and national NGOs in better acquainting them with UNICEF and describing the different ways we can work together in full partnership. By facilitating communication and encouraging close consultation, I am sure we will be able to make significant strides towards ensuring a better future for all children.

James P. Grant

The 1990s: A decade of challenge and hope

What is ahead for children in the remaining years of the 20th century?

They face a time of great risk and great hope. The risk will come mainly from the slow economic growth and heavy budget deficits that bring cuts across the board in services needed for the survival of children.

But hope lies in the challenge to political leaders, decision makers and social workers to find the courage and commitment to put children **first** on their lists rather than last.

Children are beginning to move to the top of the social and economic agenda. For the first time in history, the Convention on the Rights of the Child, which came into effect on 2 September 1990, gives all nations a common yardstick by which to measure the degree to which the fundamental rights of all children to healthy survival, development and protection are fulfilled. For the first time, there are both the knowledge and skills to sharply reduce the tragic toll of malnutrition, disease and poverty now claiming the lives of 40,000 children each day. Similarly, the resources and know-how are available to ensure that the 100 million children between ages 6 and 11, who currently do not have access to schoolrooms or books and cannot read, will be able to do so by the close of this decade.

The question is not whether the world has the necessary resources to meet the needs of its children but, rather, will it find the moral, economic and political commitment to do so?

Global agreement: What the world must do for children

At the World Summit for Children in September 1990, heads of State or Government from 71 countries met to debate priorities for children and development in the decade ahead. These world leaders brought the experience of their Governments and the views of NGOs, academics, international and professional organizations, religious leaders and youth who contributed their ideas and pro-

Giving the girl child a better chance in life: a preschool class in Zimbabwe.

posals. The result: overwhelming agreement that the first step towards real change for children will require a reordering of local, national and global priorities as well as the active participation of all sectors of society.

The Summit leaders resolved that in rich countries and poor, government representatives, community leaders and families themselves must be encouraged to adopt a new ethic of social and economic development based on the principle of a 'first call for children'.

Leaders and decision makers at all levels must ensure that necessary resources to meet their children's most basic needs are given high priority, or 'first call', in good times and in bad. Governments, NGOs and the international community must find new ways of looking at development and new ways of working together to meet the needs of the world's children. The situation of children in the 1990s demands that all segments of society take part in a growing, worldwide movement for children. As international and grass-roots movements of people working together around common goals, NGOs have the capacity and human resources to galvanize entire communities and nations into action. NGOs function as catalysts for change by introducing new ideas and new ways of doing things in the communities they serve. They are particularly important in helping communities change their attitudes and practices towards girl children and other traditionally disadvantaged groups. NGOs will be at the centre of the most ambitious development efforts for children in the coming decade, and their partnership will be an important factor in UNICEF's ability to meet the challenges ahead.

Goals for children and development in the 1990s

An important area of consensus among world leaders at the Summit was agreement on a fundamental set of goals for this decade. These goals, spelled out in the *Plan of Action for Implementing the World Declaration on the Survival, Protection and Development of Children in the 1990s*, provide a framework for action by all organizations working for children. The Summit participants, NGOs and others that took part in this dialogue were firm in the belief that these goals for children and development in the 1990s *can* and *must* be reached.

Success, however, cannot rely on the work of government alone but depends on worldwide mobilization to find innovative and effective ways of translating these goals into action.

The Summit Plan of Action calls for each nation to develop a national programme of action that works towards the accomplishment of a fundamental set of survival, protection and development goals for children by the year 2000. Each of these national programmes is to be planned in the framework of national priorities, and most include the participation of NGOs, the private sector and civic groups. The Summit goals are recommended for implementation by all countries with appropriate adaptation in regard to timing, availability of resources, and sensitivity to cultural, religious and social traditions.

The goals were formulated through extensive consultation by virtually all governments, relevant United Nations agencies, including the World Health Organization (WHO), UNICEF, the United Nations Population Fund (UNFPA), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Development Programme (UNDP), the World Bank and a large number of NGOs. Progress will be measured at a mid-decade review of the Summit Plan of Action in 1995.

The following is the full list of goals, to be attained by the year 2000, which were adopted by the World Summit for Children on 30 September 1990.

Overall goals 1990-2000

- A one-third reduction in under-five death rates (or a reduction to below 70 per 1,000 live births—whichever is less).
- A halving of maternal mortality rates.
- A halving of severe and moderate malnutrition among the world's under-fives.
- Safe water and sanitation for all families.
- Basic education for all children and completion of primary education by at least 80 per cent.
- A halving of the adult illiteracy rate and the achievement of equal educational opportunity for males and females.
- Protection for the many millions of children in especially difficult circumstances and the acceptance and observance, in all countries, of the recently adopted Convention on the Rights of the Child. In particu-

lar, the 1990s should see rapidly growing acceptance of the idea of special protection for children in time of war.

Protection for girls and women

- Access by all couples to information and services to prevent pregnancies that are too early, too closely spaced, too late or too many.
- Access by all pregnant women to prenatal care, trained attendants during childbirth and referral for high-risk pregnancies and obstetric emergencies.
- Universal recognition of the special health and nutritional needs of females during early childhood, adolescence, pregnancy and lactation.

Nutrition

- A reduction in the incidence of low birth weight (less than 2.5 kg.) to less than 10 per cent.
- A one-third reduction in iron deficiency anaemia among women.
- Virtual elimination of vitamin A deficiency and iodine deficiency disorders.
- All families to know the importance of supporting women in the task of exclusive breastfeeding for the first four to six months of a child's life and of meeting the special feeding needs of a young child through the vulnerable years.
- Growth monitoring and promotion to be institutionalized in all countries.
- Dissemination of knowledge to enable all families to ensure household food security.

Child health

- The eradication of polio.
- The elimination of neonatal tetanus (by 1995).
- A 90 per cent reduction in measles cases and a 95 per cent reduction in measles deaths, compared to pre-immunization levels.
- Achievement and maintenance of at least 85 per cent immunization coverage of one-year-old children and universal tetanus immunization for women in the child-bearing years.
- The elimination of guinea worm disease.

Education

- In addition to the expansion of primary school education and its equivalents, today's essential knowledge and life skills should be put at the disposal of all families by mobilizing today's vastly increased communications capacity.

UNICEF and the 1990s

The goals for children and development adopted by the World Summit for Children are a blueprint for UNICEF action in the 1990s within the framework of standards provided by the Convention on the Rights of the Child.

The World Summit Plan of Action asks all governments, intergovernmental bodies, NGOs and others to bring renewed vigour to their work for children and encourages all sectors to take cooperative action. As governments and NGOs work together to strengthen existing alliances or create new ones, UNICEF will be looking for ways to reinforce its collaboration and support to national governments, NGOs, international and professional organizations and others in their effort to plan and carry out programmes for children.

In most developing countries, UNICEF is recognized for its work with governmental and non-governmental partners in the supply of 'hardware'—the water-pipes, transport trucks, school roofing, health supplies, etc.—essential to the delivery of programmes and services for women and children. Increasingly, however, UNICEF cooperates with a wide range of new partners and coalitions of partners, to speak out on behalf of children. UNICEF works with decision makers from government, politics, religion, media, academics, youth and the arts to influence public opinion and address legislative and policy issues affecting children. This 'software', or advocacy component, of UNICEF's work is carried out in international, regional and national forums and helps mobilize broad-based support for children.

Nationally and internationally, NGOs are at the centre of growing numbers of alliances that are emerging in all areas of child welfare, and UNICEF is forging new and wider partnerships with NGO networks in

Working to survive: A street child sells his wares in Guatemala City.

all sectors. These partnerships include international NGOs, whose programme commitments for children and vast membership networks reach millions of child advocates and families each year, and newly evolving coalitions of NGOs who are combining forces to take action around common concerns.

UNICEF collaboration with NGOs: How it works

UNICEF's desire to work more closely with NGOs in the 1990s is based on a long and rich history of cooperation that dates to UNICEF's earliest relief efforts for children at the close of the Second World War. UNICEF was authorized by the General Assembly to seek NGO participation in advocacy, fund-raising and programme implementation. The UNICEF Executive Board elaborated on the importance of UNICEF cooperation with NGOs even more fully in the years that followed, and NGOs are now a cornerstone in UNICEF external relations and programme policies.

Since UNICEF's inception, national and international NGOs have been invaluable allies in a variety of ways. NGOs of all types—local, national and international—have proven their extraordinary capacity to mobilize people and communities for self-reliant and sustained development. Through their tireless advocacy efforts, NGOs have raised awareness about the needs of children and influenced public opinion to address those needs. They have worked with governments and UNICEF to shape national policy affecting children and provided critical programme experience in developing UNICEF strategy. They have worked as grass-roots partners in the implementation of UNICEF-assisted country programmes and have proven to be among society's most dynamic and effective partners in social mobilization efforts connected with child survival, protection and development.

During the 1990s UNICEF will look for ways to work with a broad range of NGOs, including youth associations, service and leadership development groups, humanitarian assistance, human rights

Coalition building: NGOs working together for the Convention on the Rights of the Child

The effort to promote the Convention on the Rights of the Child is one of many areas where increasing numbers of NGOs have come together to work behind common goals for the realization of shared hopes. International NGOs from a broad range of development assistance, human rights, professional and humanitarian organizations were among the earliest and most vigilant supporters of the Convention on the Rights of the Child. Their leadership and steadfast advocacy with political decision makers, media and a wide range of NGOs were critical factors in gaining the attention and support of the world community. The unprecedented speed with which this landmark human rights treaty for children was adopted and is being ratified is, in part, testimony to the strength of NGO network building and outreach.

Through the work of the NGO Group for the Convention and the commitment of organizations such as Defense for Children International, the Save the Children Alliance, Plan International, the International Catholic Child Bureau, the Anti-Slavery Society, Amnesty International, the International Commission of Jurists and others, NGOs have provided important technical assistance and advice at all stages: drafting, adoption—and now—ratification and implementation. These international NGOs and their broad network of national affiliates will continue to follow the work of the Committee on the Rights of the Child, set up to monitor compliance to the Convention, and lend their expertise to human rights discussions relating to children.

They are a strong force in building and maintaining wide public interest in the Convention and its implementation at national and international levels.

Working children and other children at risk need the protections provided by the Convention on the Rights of the Child.

Rotary—spreading the word on national immunization days.

Mobilizing for children: Rotary at work in India

In most countries, health planners are quick to recognize Rotary's $230 million PolioPlus Programme as an important source of polio vaccine and overall support for immunization activities. In many of the 96 countries where PolioPlus Projects are in place, however, Rotary's growing role as community mobilizer is just beginning to be recognized as another of Rotary's many contributions for children.

Rotary and UNICEF have been working together in India since 1987. During this time Rotary has built a task force of nearly 50,000 immunization volunteers with the capacity for doubling these numbers during national immunization campaign days. Despite initial hesitancy on the part of the Ministry of Health to rely on a private-sector volunteer force, a 1990 evaluation convinced the Ministry that the Rotary volunteer network and the support it enlisted from the Indian Medical Association were critical factors in making the national immunization campaign a success in India.

The national 'Shishu Suraksha Diwas', or Baby Protection Days, as the campaign was called, held in India at the beginning of October, November and December 1990, were a major test of this private- and public-sector coalition for children. Before the actual immunization days, Rotary used posters, banners, T-shirts, parades and cinema announcements to help publicize the campaign and alert families to the upcoming immunization dates. Rotarians and teams of Rotary-trained high school students made advance house-to-house visits to identify children in need of immunization and to encourage their mothers to participate. In several urban slum areas, Rotarians worked with the business community to ensure that families from these areas were included in the immunization coverage. On the days of immunization, Rotarians helped transport and feed health workers, mobilized families to go to the immunization centres and provided whatever back-up help was needed at the centres and in the surrounding communities.

Rotary's army of volunteers helped spread the word in countless districts throughout the country and motivated and mobilized entire communities to take part. The campaign was so successful that the Ministry of Health intends to use this approach in future Baby Protection Days. A senior official from the Ministry of Health and Family Welfare recognized the significance of Rotary's contribution: "It is really heartening to know that because of the active support of the Rotary members, a large number of children have been protected against vaccine-preventable diseases."

and other private voluntary organizations, religious associations, child advocacy groups, business and professional organizations and others. Their different interests and strengths can be invaluable in tackling the varying issues that affect children and their families.

In addition to offering their programme delivery and advocacy skills, NGOs have also provided UNICEF with significant funding assistance. They gave a little over one quarter, or US$213 million, of total UNICEF income for 1990. In both industrialized and developing countries NGOs have also applied their business and marketing skills to help in the sale of UNICEF greeting cards and products, the proceeds of which support UNICEF general resources and programmes for children.

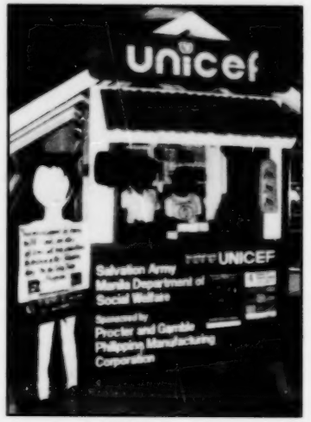
NGOs offer critical funding assistance in times of emergency as well as being an important source of support in longer-term development programmes. NGO assistance has helped UNICEF provide the food, supplies and medicine vital to emergency operations and has been a key element in the rebuilding of community services and structures in situations of emergency or conflict.

NGOs have been the source of much-needed supplementary funds that enable UNICEF to deliver programmes in communities that might otherwise be unreached and to assist specific sectors where resources are already stretched. NGO assistance makes it possible to build additional primary schools, train more health workers, increase the outreach of safe water and sanitation programmes, and immunize more children.

NGOs have 'adopted' specific projects within country programmes and used their networks of human and financial resources to organize

NGOs: Helping in the sale of UNICEF greeting cards

NGOs represent a major segment of support for the Canadian UNICEF Committee, and NGOs are active as UNICEF greeting card consignees across Canada. In Ontario, for example, NGOs raised C$373,690 in 1990 through the sale of UNICEF greeting cards and gift products. One such group is the Thornhill Holy Trinity Anglican Church. Members of this church group began selling UNICEF greeting cards and gifts in 1980. They set up a sales booth at a major shopping mall in a Toronto suburb. In 1989 they raised C$32,000 in a short four-week sales period. Over the past years, Thornhill Holy Trinity Anglican Church has raised C$249,840 through such sales.



NGO volunteers in the Philippines help in the sale of UNICEF greeting cards.

British Jaycees staged a relay race across England as part of a nationwide campaign to raise public awareness and funds for oral rehydration therapy (ORT).

Leadership development: Tomorrow's leaders working for children

Junior Chamber International (JCI), a leadership development and community service NGO of young men and women in 104 countries and territories, has been working with UNICEF in several countries to apply its leadership, business and communication skills to the fight against diarrhoeal diseases. As part of JCI's '24 Hour Challenge' campaign, national and local JCIs in Japan, the Netherlands, Switzerland, the United Kingdom, the United States and Venezuela have used their talents to organize fund-raising events to assist in the purchase and distribution of oral rehydration salts (ORS).

In countries such as Ghana, Kenya, Nepal, Nigeria and Venezuela, Jaycees are using their communication and training skills to increase use of oral rehydration therapy (ORT). In Hong Kong, Nepal and the United Kingdom, Jaycees have used their business and marketing skills to assist in the sale of UNICEF greeting cards.

JCI is deeply involved in the call for children's rights. Through a variety of public awareness programmes and national advocacy activities, Jaycees have worked with UNICEF in many countries to promote the ratification and implementation of the Convention on the Rights of the Child. Similarly, less than one year after the World Summit for Children, JCI organized an International Model UN for young private-sector leaders from all over the world to review the Summit Plan of Action and determine ways in which private citizens and NGOs could accelerate the achievement of Summit goals.

In a health centre in Burkina Faso mothers administer oral rehydration salts to their children.

Famine and its aftermath: NGO cooperation in Ethiopia

The Adventist Development and Relief Agency (ADRA), an international voluntary organization, began working with UNICEF in 1989 to assist thousands of victims of drought and famine in the Arsi-Negele region of central Ethiopia. Today, the results of this collaboration, carried out through an integrated rehabilitation project, reach 27,000 people and bring indirect benefit to more than 177,000 others.

The project focuses on the needs of the victims of famine and drought and the community as a whole. Immunization programmes are being set up in 60 villages, tree seedlings are being distributed, grinding mills built and a day-care centre and dairy farm constructed. ADRA has worked with community leaders to plan a maternity centre for high-risk mothers and helped to organize rural water construction, supply of essential drugs and a family credit scheme.

In surveying the work of the past two years, Siegfredo Ea, Deputy Director, ADRA, remarked, "Integrated rehabilitation programmes are very important in re-establishing famine-stricken people, particularly mothers and children, within the community. Programmes like these are much needed and, if well planned and managed, bring very satisfying results."

Working together in Ethiopia, NGOs and UNICEF assist women and children, victims of famine.

fund-raising and social mobilization campaigns critical to the project's success.

UNICEF works with NGOs in ways that reflect and take advantage of its own operating structure. The UNICEF secretariat at New York headquarters gives first priority to building and maintaining links with international NGOs that are part of a growing network of global organizations working to meet the Summit goals. UNICEF country and regional offices work with local NGOs and national affiliates of international NGOs to develop action programmes at the country level. While the mechanisms vary according to the situation and policies of the country concerned, UNICEF is totally committed to working with NGOs to meet their objectives for children.

NGO liaison at the international level: The New York and Geneva NGO Offices

As the policy centre for UNICEF programmes and external relations, UNICEF New York works with the international NGO community to

build broad-based advocacy support for UNICEF goals for children and form global partnerships that strengthen programme delivery. The focal point for this collaboration is the NGO Liaison Section of the Division of Public Affairs, New York, which is assisted by a corresponding NGO Office in Geneva.

The NGO Section at New York headquarters is responsible for overall coordination, planning and ongoing liaison with international NGOs in all areas of UNICEF-NGO cooperation. It works closely with the Executive Director and headquarters divisions in providing guidance in the creation of UNICEF-NGO policy and developing new areas of cooperation.

The NGO Section in New York and its European counterpart in Geneva work closely with regional and country offices to stimulate and sustain UNICEF-NGO collaboration and expand advocacy networks in support of UNICEF global priorities. The two offices function as information conduits for UNICEF country offices and National Committees that seek collaboration with national affiliates of international NGOs.

The two offices, which also serve as the UNICEF secretariat for the NGO Committee on UNICEF, are the initial points of contact for international NGOs seeking information about UNICEF programmes. They work closely with UNICEF and NGO programme staff to identify and develop opportunities for joint collaboration. The Liaison Office in Geneva is particularly concerned with NGOs in Europe and helps forge closer links between NGOs and National Committees while reaching out to international youth organizations.

Consultative status with UNICEF

Although UNICEF works with NGOs through a variety of formal and informal approaches, one mechanism that has been an important avenue for strengthening long-term ties between international NGOs and UNICEF is the consultative relationship. Consultative status is based on Article 71 of the United Nations Charter, which recognizes the importance of the advisory or consultative role of appropriate international and national NGOs to the United Nations and its specialized agencies. This relationship is formalized through the Economic and Social Council (ECOSOC) and other United Nations bodies. When requested, UNICEF grants consultative status to international NGOs that already hold consultative status with ECOSOC and wish to formalize their relationship to UNICEF.

NGOs with consultative status are represented at UNICEF Executive Board meetings and Programme Committee sessions and may circulate statements or, if the Executive Board Chairman agrees, make oral statements to the Board on relevant topics. In 1991, there were 172 international NGOs holding consultative status with UNICEF. These organizations cover a wide spectrum of interests and experience in issues related to children, and they and their networks of national affiliates live and work in almost all countries where UNICEF operates. While the more than 10,000 national affiliates of consultative-status NGOs are not always directly involved in UNICEF-assisted programme activities at country level, they are important allies in both industrialized and developing countries.

International NGOs with consultative status play a significant role in raising awareness about the situation of children and are an important source of experience and advice to UNICEF in areas of emerging programme concern. The consultative relationship strengthens communication links from UNICEF to other international organizations working for children and provides a network through which the international community of child advocates helps establish priorities for children. The UNICEF NGO Section in New York oversees all

Cooperation with NGOs provides services for women and children in Indonesia.

Professional NGOs: Lending their skills for children

UNICEF has been fortunate to have the support and cooperation of a wide variety of professional NGOs that have lent their skill and experience in support of children. For example, the Egyptian branch of the International Law Association (ILAE) has played a leading role in Egypt in mobilizing support for the Convention on the Rights of the Child. Internationally, it contributed by offering valuable advice about the language of the Convention in the final stages of the drafting process.

ILAE worked with the Society of Medicine and Law, UNICEF Cairo and others to mobilize broad support for the speedy ratification of the Convention and, as a result, Egypt was among the first 20 nations to ratify.

ILAE continues to work with the Government, NGOs and others to identify key priorities for Egypt within the Convention and is now developing appropriate action plans to help Egypt accelerate implementation of select Convention articles.

arrangements for consultative and correspondent status with UNICEF, and international organizations wishing to pursue this should contact the Chief of the NGO Liaison Section, UNICEF New York.

Correspondent status with UNICEF

International NGOs that do not have consultative status with ECOSOC but that wish to regularize and strengthen opportunities for information exchange with UNICEF may, on request, be placed on a correspondent list. NGOs on this list regularly receive information on UNICEF priorities and joint UNICEF-NGO activities.

The NGO Committee on UNICEF

The NGO Committee on UNICEF is another channel for contact between UNICEF and the NGO community. This Committee is composed of international NGOs that hold consultative status with UNICEF, and it provides an important means of information and experience exchange. Numerous consultations, symposia and regional and international meetings are organized by the Committee and its working groups with support from UNICEF, to stimulate action-oriented discussion on problems affecting children and their families.

The NGO Committee works through an elected board of eight NGOs and develops most of its activities through specialized working groups focused on health and nutrition, education, child rights, youth participation, strategies for children and other subjects. While the majority of the activities take place in New York and Geneva, the Committee is working to develop stronger links to regional NGO networks for children.

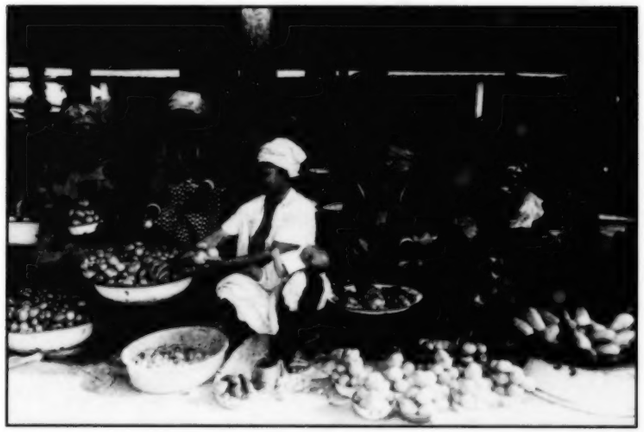
National Committees for UNICEF

UNICEF is fortunate to have a strong network of collaboration and support from 32 National Committees and one Liaison Office. These Committees, mainly located in industrialized countries, play a crucial role in fostering a deeper understanding of the needs of children in developing countries and awareness of UNICEF's work for children. Each of the Committees is committed to increasing public support for UNICEF and, in many instances, works in close cooperation with local, national and affiliate members of international NGOs in areas of common concern. While all the Committees operate independently of UNICEF, each carries out broad-based advocacy, education, information and fund-raising support for the organization and the children it serves. National Committees are an important avenue of funding support—contributing more than 20 per cent of UNICEF general resources in 1990 alone—and are leading partners in the sale of greeting cards.

UNICEF programmes in action: Working with NGOs at the national level as part of the 'country approach'

UNICEF is recognized for the strength of its field operations and works through a structure of 6 regional and 189 country offices. (For specific locations, see pp. 33-37.) As the operating centre of country-specific programming, advocacy, logistics and advisory services, each of these offices works under the direction of the UNICEF Representative and staff. UNICEF programme staff collaborate with relevant government ministries, NGOs and other specialized institutions to plan, implement and evaluate country programmes. Regional offices in Abidjan, Amman, Bangkok, Bogotá, Kathmandu and Nairobi provide and coordinate specialized support to strengthen these country-specific programmes. UNICEF works with government counterparts in each country to develop three- to five-year community-based, multisectoral programmes that are tailored to the needs of the families and communities they serve.

UNICEF programmes involve NGOs at the local and national level as part of the country approach, following guidelines established by the host country. UNICEF cooperates with national NGOs and local affiliates of international organizations in all programmes of health, education, nutrition, water and sanitation, and children in especially difficult circumstances, and works in partnership with these allies to meet the goals for children and development in the 1990s.



NGOs have helped to make women's agricultural cooperatives a thriving activity in Guinea.

NGOs play an important role in all steps of the programme planning and delivery process. As innovators of new ideas and approaches to problem-solving, they develop effective models of community action that government programmes learn from, build upon and replicate. At the local level, NGOs help communities initiate discussion about their priorities and work together to find solutions. This dialogue enables communities to articulate their needs and identify how to mobilize their own human and material resources to gain better access to existing government services.

Working together for the Convention on the Rights of the Child

NGOs have been among UNICEF's closest and most long-standing allies in the promotion and protection of children's rights. NGOs, in fact, were at the forefront in providing leadership and guidance in the early days of the drafting of the Convention on the Rights of the Child and worked with UNICEF to shape its own strategy of support. The Convention is the mainstay of UNICEF national and international advocacy and the framework in which programmes for children are developed.

The Brazil story: An NGO alliance for child rights

In Brazil, a broad alliance of NGOs has been at the forefront of the struggle to promote children's rights for nearly a decade. UNICEF contributed to the growth of this alliance through partnership in the early 1980s with an informal network of NGOs working with street children and in the field of children's rights.

The UNICEF-assisted Alternative Services for Street Children Project, started in 1982, brought together 400 largely non-governmental projects using a variety of innovative strategies to assist street children. Through a process of capacity building, training, exchange of information and experience, and opportunities for joint situation analysis and evaluation, NGOs that were part of this network recognized the importance of working to establish stronger policies and better public attitudes towards street children and other children at risk. In keeping with the climate of increased participation and democratization taking place in Brazil at this time, the loose network of NGOs working with children saw the importance of complementing their service programmes with stepped-up advocacy for protective legislation and action. With UNICEF assistance they organized themselves into the National Street Children's Movement, a permanent coordinating body, and began taking effective political action on behalf of the children of Brazil.

In 1988 the Movement was able to take the fight to the national level, and children's rights were incorporated in the new federal Constitution. The NGOs also served as powerful catalysts for other parts of Brazil's private sector. Joined by universities, professional organizations, parliamentarians, public leaders, the Youth Pastorate and others, they spearheaded a broad social mobilization effort in 1990, which led to the passage of the Children and Adolescents' Statute. This innovative and advanced piece of social legislation for children and their families provides a framework from which to promote and protect children's rights in Brazil. It also recognizes the continuing role of NGOs and calls on them to take part in municipal, state and federal Children's Rights Councils responsible for monitoring implementation of the legislation.

In Brazil, efforts by NGOs in partnership with UNICEF resulted in legislation to protect children's rights.

UNICEF works closely with the Centre for Human Rights and other parts of the United Nations to provide technical assistance to the Committee on the Rights of the Child, which is monitoring progress on the Convention. UNICEF also joins forces with NGOs and others to disseminate information about the Convention, promote ratification and encourage national policy makers, legislators, local NGOs and others to move towards rapid implementation. UNICEF offers technical assistance and advice to governments as they review national legisla-

An NGO trainer from the Bangladesh Rural Advancement Committee (BRAC) trains families in the use of oral rehydration therapy and other child survival techniques.

tion and services for children and works with government and non-governmental partners to integrate the principles of the Convention's articles into country-level programming.

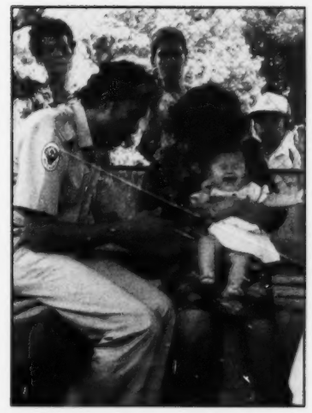
Individual and coalitions of NGOs have been powerful advocates in the effort to safeguard the survival, protection and development rights of children through the Convention. The collaboration of media, religious and professional organizations, the private sector, government, non-governmental and specialized bodies in the United Nations is essential if the standards promised by the Convention are to be a reality for all children.

Working together in Health

UNICEF has long been involved in the fight to bring better health to women and children of the world's poor. Through better primary health care systems and more effective health education, communities in all parts of the world are beginning to have the information and resources they need to care for their families' health. The success of the universal child immunization goal—to vaccinate 80 per cent of the developing world's children under age one against the major child-killing and -crippling diseases by the end of 1990—demonstrates what can be accomplished when national policy, political commitment and focused international support are directed to the achievement of national goals. In order to continue this positive momentum there will need to be sustained progress in immunization and a number of other aspects of health care. During the 1990s, control of diarrhoeal diseases, acute respiratory infections (ARI), safe motherhood, AIDS and the elimination of guinea worm disease will continue to be areas of UNICEF priority and action.

Nearly 8 million children are estimated to die each year from diarrhoeal diseases or ARI. Early diagnosis and low-cost antibiotics can prevent a majority of child deaths from pneumonia and other respiratory infections. Knowledge about oral rehydration and the prevention of diarrhoea gives families the information they need to prevent severe dehydration or avoidable child death. Today, one family in three uses oral rehydration therapy (ORT) as the first line of treatment against diarrhoeal dehydration, preventing an estimated 1 million child deaths each year. If the World Summit goals of a 50 per cent reduction in diarrhoea-related child deaths and a one-third reduction in ARI-related mortality are to be reached by the end of this decade, clearly much more will need to be done to draw on the experience and skills of NGOs in these areas. The same is true if maternal death rates are to be halved and guinea worm disease eliminated.

Many NGOs play key roles in their countries by making lawmakers, religious leaders, key decision makers and the media better aware of the magnitude of these endemic health problems and of the solutions to rectify them. They assist in the development of national policy and programmes of action and train health workers and others in the recognition and appropriate treatment of these child-killing diseases. NGOs use their community ties to increase household knowledge about the prevention of these illnesses and build demand for the necessary medicines needed in their treatment. NGOs help ensure that all mothers are familiar with correct home management of diarrhoea and broaden existing distribution channels of oral rehydration salts packets through commercial outlets, individual suppliers, community groups and others. NGOs influence public attitudes about the importance of girls' and women's health and are essential to the introduction and acceptance of safe motherhood practices.



Universal child immunization has become a reality thanks to the grass-roots support of a wide range of NGOs.

During this decade, however, the scourge of AIDS will continue to grow, and women and children in developing countries will be its most numerous victims. In communities already struggling with the diseases of poverty, greater numbers of children will be born with or orphaned by AIDS, and scarce health resources will be heavily overburdened. UNICEF will cooperate closely with WHO and its Global Programme on AIDS to implement strategies designed to prevent the spread of HIV infection and will work to reduce the impact of HIV and AIDS on poor communities.

UNICEF uses all avenues of women and children's health care to build awareness about the risks of AIDS and make information about its prevention available to the young and to women of child-bearing age. Using social mobilization and communication techniques successful in other areas of health, UNICEF works with government ministries, NGOs and social and community groups to reach communities with messages about AIDS and information about caring for those already infected. UNICEF also cooperates with NGOs directly involved in caring for those with AIDS and the growing numbers of children orphaned by AIDS.

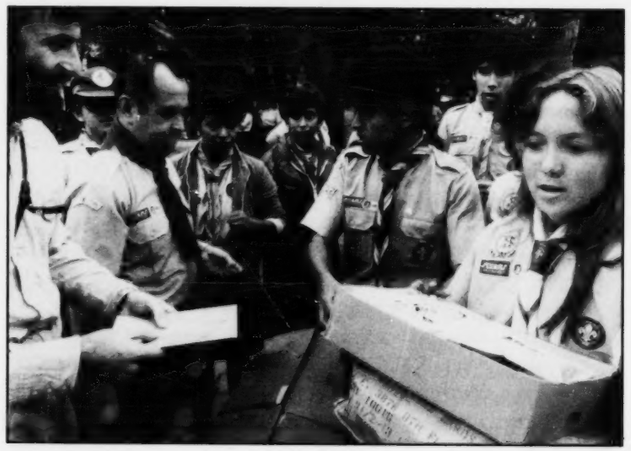
Scouts and Guides: Taking action for better health

Boy Scouts, Girl Guides and Girl Scouts are among the numerous NGOs that have carried child survival messages and strategies to communities around the world. The Girl Guides of Sri Lanka teamed up with the Girl Guides of the United Kingdom to provide training and support for an integrated basic services project aimed at improving the health and nutrition of children and mothers in Sri Lanka's Kalutara District. The Guides provided training to health volunteers, family health workers and preschool teachers and accompanied them on house-to-house visits to work directly with families.

In Egypt, cooperation with the Arab Scouts Organization involved the Egyptian Federation for Boy Scouts and Girl Guides and University Scouts and used Scouts and Guides as an instrumental part of Egypt's national immunization campaign. Scouts helped ensure that all children in targeted governorates completed their doses of DPT/polio, while Girl Guides helped mobilize follow-through on tetanus toxoid vaccination. The Arab Scouts Organization promoted routine health service and health education through Scout community service programmes and extended their support to promote latrine construction and sanitation education now reaching three governorates of Upper Egypt. Together with UNICEF and the Egyptian Paediatrics Association, the Arab Scouts are cooperating in the Facts for Life initiative and helping train trainers who will disseminate these important health messages to families throughout Egypt.

In many countries, Scouts and Guides are working to promote 'Healthy Life Styles for Youth' projects, which advocate responsible sexual behaviour and the prevention of substance abuse. Scouts and Guides will continue to play an important role in reaching the health goals of the 1990s, and, as Fawzy Farghaly, Regional Commissioner for the Arab Region Scouts Bureau, observed, "Youth organizations already involved in child-care projects can contribute considerably to the implementation of the World Summit Plan of Action."

Mexican scouts working to provide important health supplies and information in the aftermath of a devastating earthquake.



Working together in Education

A major area of UNICEF priority and action in the 1990s is revitalized and expanded partnerships with governments, NGOs, the World Bank, UNESCO, UNDP, many bilateral agencies, the private sector, the media and community leaders working towards Education for All by the year 2000.

Building on the commitment set in motion by the World Conference on Education for All held in March 1990, UNICEF is working with this growing network of partners to develop innovative strategies to provide children in every country with an affordable package of basic education that meets their learning needs. In addition to literacy and numeracy, UNICEF collaborates with community leaders, education specialists and NGOs to ensure that basic education services and programmes also include essential knowledge and skills in health, nutrition and other areas important for survival, development and continued learning. The current focus is on strategies to ensure that at least 80 per cent of primary school age children have access to and are able to complete primary education, in formal or non-formal school settings, by the year 2000.

UNICEF gives priority to primary education in order to accelerate progress in the full range of basic education goals and looks to NGOs and others to develop formal and non-formal approaches to primary education that meet community needs. An important element in these are innovative schemes that provide girls and children at risk with greater access. A growing Education for All network provides an important channel for exchanging information and experience in these areas among United Nations agencies and NGOs.

Early childhood development of the 0-3 and preschool child is also an important part of many UNICEF-assisted country programmes. NGOs, the media and other traditional avenues of communication are particularly important in helping communicate to families the information and knowledge they need to assist them in early childhood education and care.

Adult literacy is another key area of action in the 1990s. In countries with high rates of illiteracy, UNICEF works through NGOs and relies on the experience and strength of their community ties to provide appropriate literacy training to young adults and women.

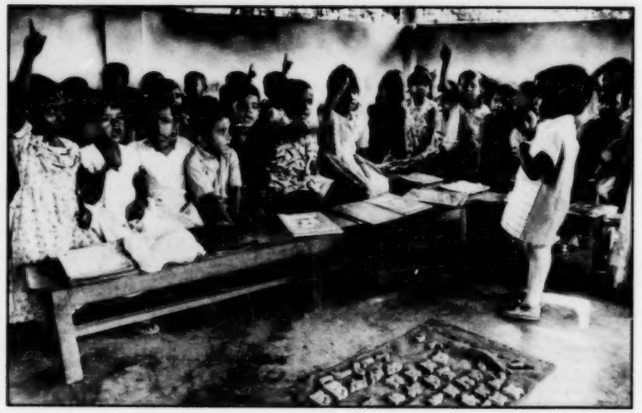
A literacy class for children with no school in a poor neighbourhood of Bogotá.

Working towards Education for All in Bangladesh

In Bangladesh, progress towards the goal of Education for All is being achieved through an alliance of government, donor agencies and NGOs. UNICEF has been working particularly closely with NGOs in the area of non-formal education, and six of these—the Bangladesh Literary Society, Swanirvar Bangladesh, Village Education Resource Centre, Dhaka Ahsania Mission, Jagoroni Chakra and the Bangladesh Rural Advancement Committee (BRAC)—are assisting the Ministry of Education's Mass Education Project to develop a national programme that will be launched during the current Five Year Plan (1990-95). Through this programme of government-NGO cooperation in Bangladesh, functional literacy will be taught to some 35,000 learners, over 70 per cent of whom are girls or women between the ages of 11 and 35 years.

BRAC is already implementing a two-year non-formal programme for 11- to 15-year-olds that provides basic education, including Bangla, arithmetic and social studies. More than 60 per cent of the 6,000 graduates from the 1988-90 BRAC programme continued their studies in grade IV of government primary schools.

UNICEF support to NGOs in Bangladesh has led to the development of a common curriculum and instructional materials for functional literacy programmes for 15- to 34-year-olds. NGOs are working with the Ministry of Education to help develop appropriate training techniques and post-literacy programmes for the newly literate and will be an important factor in making Education for All a reality in Bangladesh.



Children in Bangladesh use study materials provided by an alliance of government, donor agencies and NGOs.

Working together in Nutrition

UNICEF recognizes that good nutrition is essential for child survival and development. Household food security, maternal and child care, health services and a healthy environment are all factors that have a direct impact on the nutritional status of families and their children.

Immediate problems associated with inadequate nutrition as well as the longer-term causes that underlie these problems require UNICEF and its partners to combine goal-oriented, 'top-down' advocacy and services with the creation of 'bottom-up' demand and action. NGOs play a critical role in this approach by helping to mobilize the participation of women and the poor—key partners in this process.

During the 1990s, UNICEF is using a people-centred approach to the nutrition programmes it is supporting and helping to develop. The aim is to empower communities to find solutions to their nutritional needs by participating in a cyclical 'triple A' process of assessment, analysis and action. This participatory approach, which guides the work of many NGOs, requires UNICEF to work with a broad range of NGO partners to reach these communities.

UNICEF continues to emphasize programmes that expand growth monitoring and the promotion and support of breastfeeding.

Vitamin A, iodine and iron deficiencies, which have a profound impact on maternal and child health and development, will be addressed in the short term with supplementation and fortification programmes.

In the longer term, UNICEF will support programmes of education that encourage dietary diversification through increased production and consumption of appropriate foods. UNICEF recognizes the important role of professional NGOs in these areas and values their collaboration. It is hoped that the high degree of cooperation that already exists between UNICEF and NGOs on the support of breastfeeding at the international level and on the promotion of growth monitoring at the community level will be expanded to all aspects of nutrition.

NGOs provide invaluable human and organizational resources. Working in partnership, UNICEF hopes that together they can help accelerate people-centred development to end hunger and halve malnutrition by the year 2000.

NGO partners are closely involved in the improvement of nutrition—a major goal for children in the 1990s.

Breastfeeding: NGOs lead the way to giving babies and their mothers the best start

La Leche League International, the International Baby Food Action Network (IBFAN) and many other national and international NGOs have long advocated the importance of breastfeeding as the ideal nutrition for the healthy growth and development of infants. Breastfeeding reduces the frequency and severity of infectious diseases and lowers rates of infant morbidity and mortality.

NGOs from these organizations and others have helped millions of women begin and sustain breastfeeding for the first four to six months of their child's life and have helped create an environment of awareness and support for mothers and their infants.

Breastfeeding promotes a baby's healthy growth, reduces disease and lowers rates of infant mortality.

UNICEF, WHO and a growing body of NGOs recognize that encouraging hospitals to adopt practices that are more 'baby-friendly'—practices that help and encourage new mothers to breastfeed—is an important first step in increasing breastfeeding rates.

NGOs such as the International Pediatric Association, the International Confederation of Midwives and the International Council of Nurses are working through their global networks of national affiliates to join with UNICEF and WHO to promote the baby-friendly hospital initiative in all countries.

NGOs and individuals have formed a World Alliance for Breastfeeding Action. The Alliance works in areas ranging from research into the needs of working mothers, to training of health-care professionals, extension of mother support groups, and promotion of the International Code on the Marketing of Breast-milk Substitutes. Wellstart and La Leche League International, among others, are helping train hospital administrators and health professionals in basic practices necessary for the support and promotion of successful breastfeeding.

Working together in Water and Sanitation

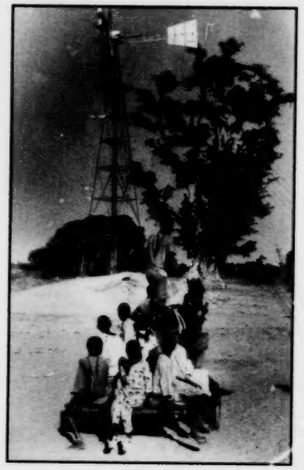
The availability of safe water and access to sanitary means of excreta disposal are essential factors in bringing about good health, yet progress in other areas of child health cannot be sustained if one third of the developing world's children remain without access to safe drinking water and half of them are without adequate sanitary facilities.

During the 1990s there will need to be a redoubling of effort by governments, NGOs and the international community to ensure that all the world's children have access to safe drinking water and sanitary means of excreta disposal by the year 2000.

UNICEF gives particular attention in its country programmes to strategies that use appropriate technologies to accelerate water coverage rates, that use social mobilization techniques to accelerate sanitation programmes, and that strengthen links between water and health and other low-cost, sustainable and environmentally sound approaches to water and sanitation.

UNICEF looks to the cooperation of national and international NGOs to strengthen and accelerate government efforts in this sector. In many developing countries NGOs have worked intensively at community level to help implement low-cost water supply and sanitation projects. They have galvanized the participation of the communities they represent and been an important means of influencing public

A newly installed water system in Potosi, Bolivia.



Windmills provide many rural communities in Senegal with safe drinking water and water for agriculture.

Bringing water to Senegal

Twenty of UNICEF's many NGO partners in Senegal are working in water supply and sanitation projects. They mobilize community participation in site selection and installation of water supply and sanitation systems and provide critical training in their maintenance.

Soroptimist International and its national affiliates began work in 1983 to install windmills that helped bring much-needed water to a number of rural communities.

These windmills not only provided safe drinking water, they also enabled the communities to grow vegetables and fruit to supplement their diet and earn additional income for families.

Now other NGOs have adopted this approach, and the Association de Voluntariat et de Coopération Internationale (LVIA), an international voluntary NGO, is working with UNICEF to install windmills in the Thies region.

World Vision is working with the Government to install handpumps in the Kolda region. Their grass-roots links help ensure that the communities are fully involved in all stages of site selection, planning and construction, and that they have the training and skills needed to maintain the systems.

Bringing water to growing crops is a major commitment for NGOs in Senegal.

Bringing better sanitation to the refugee camps of Peshawar

In Pakistan, several international NGOs have been working with Afghan refugees to provide clean water and improved excreta disposal facilities. One of them, the Austrian Relief Committee (ARC), has constructed nearly 200,000 ventilated improved pit latrines in the refugee camps. The latrines are built from local materials; ARC provides the concrete slab and PVC pipe while the refugees furnish the labour. ARC employs Pakistani and Afghan trainers who work in the camps giving health education and supervising latrine construction. The project has been so successful that the Government of Pakistan is now working with ARC to strengthen its national rural sanitation programme through training staff of government- and village-level organizations.

attitudes critical to the success of long-term water and sanitation efforts. Indigenous NGOs, in particular, are familiar with communities' traditional practices and are therefore credible and convincing communicators of the benefits of improved water supply and sanitation.

NGOs frequently work closely with UNICEF, giving technical assistance and support for health education. The greater participation of all NGOs—international, national and local—is fundamental if all children are to live in a healthy environment by the end of the decade.

Working together for Children in Especially Difficult Circumstances

Millions of children around the world live in especially difficult circumstances. Entire communities of children orphaned by AIDS, child refugees traumatized by war or natural disaster, street children, children whose fundamental rights to education and health are threatened by hazardous and unfair labour practices, children who live in unspeakable conditions of sexual exploitation and abuse are among the many who have specialized needs.

During the '90s UNICEF will work in partnership with governments, NGOs and community leaders to strengthen the safety net of preventive, protective and rehabilitative services for these children. Working together, the combined skills and knowledge of each of these

A street child in Manila is one of thousands of Filipino children who need special services and protection.

NGOs and the Government working together in the Philippines

In the Philippines, much of the work being done for children in especially difficult circumstances, including working children, street children and those exposed to armed conflict, is in the hands of NGOs. The National Council for Social Development Foundation (NCSD), an umbrella organization of NGOs, is a major partner of UNICEF and the Department of Social Welfare and Development in the National Project on Street Children. Through nearly 200 NGO groups, working in collaboration with local government agencies, the Project reaches nearly 25,000 street children in 17 major cities. In each city, a working committee on street children made up of NGOs, government agencies, church and community groups, plans and coordinates services that meet the needs of these children. Some of NCSD's particular contributions have included the training of street educators and community volunteers taking part in *barangay* (village) committees for the protection of children.

At national level, a Project Government Board, which includes the National Council, government agencies and two other NGOs, provides policy guidance for the National Project. The National Council sits on the Board that coordinates the National Plan for Children launched by President Corazon Aquino as the Philippine response to the goals of the Declaration of the World Summit for Children. The National Council also has links to other NGO networks and reaches out to Childhope, an international NGO movement working with street children.

The Council is an effective advocate for legislation protecting children from abuse and for the protection and restoration of juvenile and domestic relations courts. The Council also works to mobilize support for the Convention on the Rights of the Child and encourage its implementation at community and *barangay* level.

The Philippine experience has shown that close collaboration and partnership between the Government, NGOs and UNICEF can be effective in developing community-based programmes that meet the needs of Filipino street and working children. The NGOs who are part of the National Council network offer innovative approaches to the complex problems affecting street children, while the Department of Social Welfare and Development provides a broad network of government support that covers a wider range of children.

groups will multiply the benefits of their resources on the children and families they serve.

NGOs have repeatedly demonstrated their commitment and effectiveness in protecting and promoting the development of children who are at risk or suffering from abuse, neglect, exploitation or abandonment. In many cases, NGOs have been either the only ones or the first to respond to the complex needs of children living in these difficult environments.

NGOs are an important source of information about the situation of children and their families and offer invaluable experience in developing innovative community-based approaches. Many have led the way in churches, schools, newspapers and capitals in advocating for the protection of these children, and they will continue to be the prime channel of UNICEF programme involvement in this area. Partnership that builds upon and strengthens the capacity of NGOs already working in the field will be an important focus of UNICEF assistance.

NGOs have often been the first to respond to the urgent needs of street and working children.

How to make contact

Q. If I would like more information about UNICEF, whom should I contact?

A. See the address list at the back of this booklet to find the UNICEF Office or National Committee nearest you. All UNICEF Offices and National Committees would be happy to provide additional information about UNICEF.

Q. My organization would like to work more closely with UNICEF. What should I do?

A. Please contact the closest UNICEF Country Office to find out more about UNICEF priorities in the country where you are working. If you are an international organization, please contact the NGO Liaison Office in New York or Geneva.

Q. What about countries that do not have UNICEF Offices?

A. Please contact the National Committee or Liaison Office in your country to learn more about their volunteer networks and opportunities for cooperation. If there is no local Office or National Committee, the best contact is the NGO Liaison Office, Division of Public Affairs, UNICEF, H-6F, 3 UN Plaza, New York, NY 10017.

Q. How can my organization obtain consultative status with UNICEF?

A. If you are an international organization holding consultative status with ECOSOC you may write to the NGO Liaison Office requesting consultative status with UNICEF. If your international organization does not have consultative status with ECOSOC but would like to be more involved with UNICEF, you may contact the same office requesting correspondent status.

Q. How can my organization get copies of UNICEF programme publications?

A. UNICEF publishes a number of programme publications that may be useful to organizations working in many areas of child welfare and advocacy. These publications are available at a nominal cost. For information and orders please contact Programme Publications, UNICEF, H-12G, 3 UN Plaza, New York, NY 10017.

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